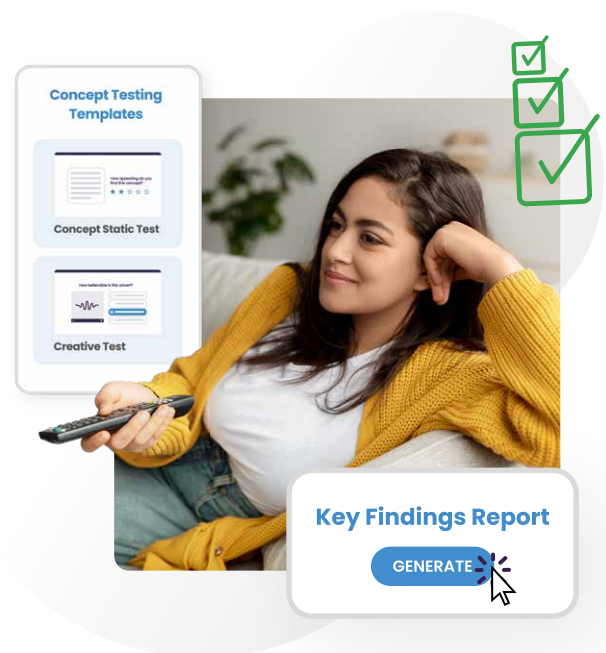


Empowering In-House DIY Research Projects for a Global Media and Entertainment Company.

A leading media and entertainment company, aiming for independence in their qualitative research, faced challenges in bringing it in-house.

**181%**

Increase in Efficiency

91%

Less Effort

97%

Productivity Increase

Voxpopme's comprehensive platform provided the solution, enabling them to swiftly generate actionable audience insights and significantly cut costs.

The Challenge

The company was tied to external agencies, facing high costs and limited data access. With a desire to bring research in-house, they struggled without the proper tools, causing delays and hindering their ability to leverage audience feedback effectively.

The Solution

Upon discovering Voxpopme, the company transformed their research approach:

Video Surveys and AI Insights

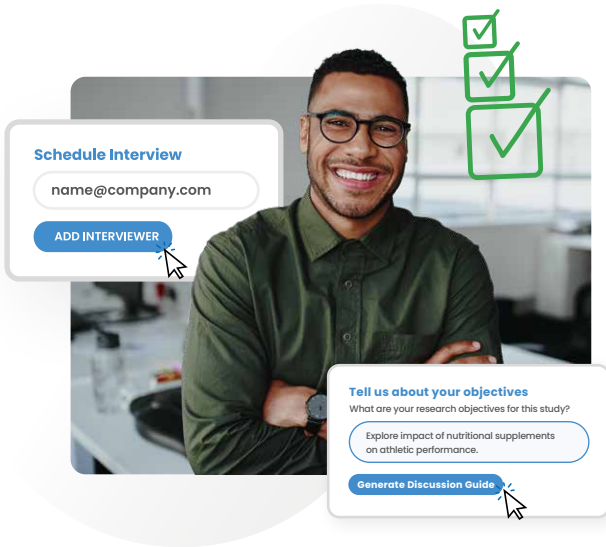
Launched studies in minutes using SurVAI, gathering immediate feedback and AI-driven analysis.

Live Interviews

Conducted in-depth interviews effortlessly, reducing effort by 91% and gaining deeper viewer insights.

Centralized Data Management

Integrated all qualitative data into one secure location, owning and managing it independently.



Using Voxpopme’s platform, they collected and analyzed video survey responses, embedded video surveys in quantitative projects, and ran one-on-one interviews. They launched new studies swiftly with AI-supported ideation and survey writing. Within 48 hours, responses were analyzed using AI, enabling rapid, informed decisions.

The Results

50%

Cost Reduction
In focus group project costs.



Enhanced Productivity
Automated several research processes, reducing costs and increasing study capacity.

84%

Faster Delivery
Reduced project delivery time.



Improved Collaboration
High-quality respondents and real-time insights drove better decision-making.

181%

Budget Efficiency
Maximized research output within the same budget.

0

Zero Cost Access
Archived data was easily accessible, eliminating the need for redundant projects.

The Impact

Voxpopme’s platform empowered the media company to own their research function, saving costs, enhancing productivity, and fostering better viewer engagement. They achieved rapid feedback loops, making quick, informed decisions and driving innovation with a deeper understanding of their audience.

Cost Savings
Enhanced Productivity
Informed Decisions
Driving Innovation
